

ABSTRACT

Electronic Mail Transactions

The invention relates to systems and methods for conducting a transaction via an electronic mail message.

5 An electronic mail message 3 is sent from a first server component 1 to a recipient 2 and received at the recipient's client mail application. The client mail application displays the message to the recipient enabling them to interact with the message 3. The

10 electronic mail message 3 has content that enables communication with a second server component whilst the message is displayed to the recipient 2. Data is sent to the second server component in response to the recipient's interaction with the message. Once received

15 by the second server component, the data is used by a third server component to effect a transaction.